



Euromonitor
International

Cafés/Bars in Nigeria

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Table of Contents

2025 DEVELOPMENTS

Inflationary pressures, social culture and convenience impact demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Alcohol-led social consumption supports transaction volumes

Bars/pubs emerges as most dynamic category

Value for money supports steady demand for alcohol in bars

WHAT'S NEXT?

Urbanisation and youth demand to support transaction volumes

Convenience-led consumption to shape fulfilment trends

Local sourcing strategies to boost product availability

COMPETITIVE LANDSCAPE

Cubana Group strengthens presence in fragmented landscape

Branded juice bars gain traction

Independent operators maintain largest share

CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2020-2025

Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2020-2025

Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2020-2025

Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2022-2025

Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2025-2030

Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2025-2030

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Consumer Foodservice in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice is impacted by high Inflation and weak purchasing power

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation lifts value growth as consumers shift towards more affordable options

Third-party delivery partnerships accelerate fulfilment growth

Promotions and loyalty programmes strengthen customer retention

WHAT'S NEXT?

Foodservice faces real value contraction despite rising transaction volumes

Ongoing menu innovation set to stimulate demand

Renewable energy adoption will support cost-efficiency and operational resilience

COMPETITIVE LANDSCAPE

Food Concepts Ltd maintains leadership through popularity of chicken

Sundry Foods Ltd emerges as most dynamic player

Burger King accelerates national expansion with innovative drive-through format

CHANNELS

Chained operators expand footprint

Delivery app adoption expands as restaurants respond to rising demand for convenience

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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